

REP HEADLINE# 3371757
*** ORIGINAL REV#0 ***

REP: TEL# 323-866-1414
ORDER WORKSHEET

FAX# 323-653-1865
HARRIS REPORT FROM REP
AUG20/12 14.33
*** WFLA-TV ***

ADV # ADV. NAME ISS/NFIB REP. # OFF. # SALESMAN #
AGY # AGY. NAME TARGET ENTERPRISES BUYER NAME KYM MASON

15260 VENTURA BLVD., #1240

SALES PRSN LA- IZZY ROSTOVSKY

SHERMAN OAKS, CA 91403

ORDER # CONTRACT # 3371757 CLASS: NATL. LOCAL REGIONAL

PRDCT NFIB EST#*** COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG27/12 SEP2/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG20/12 14.33

REP: NEW ORDER... 8/20
TOT: \$30,300/12X
PLS CNF... TNX --- JOCELYN/12ZY

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ADV: NATIONAL FEDERATION OF INDEPENDENT BUSINESS



8/8/12

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = NFIB AGENCY EST# =
AGENCY PRODUCT CODE = NFIB

1			530P-600P	30		\$850.00	8/27	8/31	2		M-F	2
PROGRAM : NEWS CH8 AT 530P												
RA35+ : 3.6												
2			530P-600P	60		\$1,700.00	8/27	8/31	2		M-F	2
PROGRAM : NEWS CH8 AT 530P												
RA35+ : 3.6												
3			1100P-1135P	30		\$1,800.00	8/27	9/2	4		M-SU	4
PROGRAM : LATE NEWS												
RA35+ : 2.5												

REP HEADLINE# 3371757
 *** ORIGINAL REV#0 ***

REP: TEL# 323-866-1414
 ORDER WORKSHEET

FAX# 323-653-1865
 HARRIS REPORT FROM REP
 AUG20/12 14.33
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	----------	-----------	------	-----------

4			630P-700P	30		\$4,500.00	8/27	8/31	4		M-F	4
---	--	--	-----------	----	--	------------	------	------	---	--	-----	---

PROGRAM : NBC NIGHTLY NEWS
 RA35+ : 8.2

SEP/12 30300.00

CONTRACT TOTAL 30300.00
 TOTAL SPOTS 12

MARKET TOTALS \$86,571 WFLA 35% WFTS 15% WTSP 15% WTVT 15% WTOG 15% WTTA 5% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

COMP EST; WILL UPDATE WHEN AVAIL

SVC- NSI BOOKS- JUL/PJ

DEMOS- RA35+*

Target Enterprises
 15260 Ventura Blvd
 Suite 1240
 Sherman Oaks CA 91403

Natl Fed Indp Bus / Issue
 Submission Number 1046 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Natl Fed Indp Bus / Issue	Submission Cost: 30300	Campaign Ref: E:120821060
Buyer: " "	Client/Product/Estimate: NFIB /NFIB /	Sales Rep: HRP Los Angeles
Schedule Dates: 08/27/12 to 09/02/12	Weeks: 1	Order Ref: 03371757
Est./PO Number: 03371757	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Natl Fed Indp Bus / Issue	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/27	Total	Cost
1	M-F 530p News M W.F..	04	850	30 Comme	Nbr of Spots	2	1700
2	M-F 530p News T.T....	04	1700	60 Comme	Nbr of Spots	2	3400
3	M-Su 11p News MTWTFSS	02	1800	30 Comme	Nbr of Spots	4	7200
4	M-F 630p ET / 530p CT NBC Nightly News MTWTF..	02	4500	30 Comme	Nbr of Spots	4	18000
Weekly Totals: Total Spots(Ord Spots)					12	12	

Grand Totals				Month 9 Weeks: 5			
Totals				08/27			
Spots	12			12			
Cost	30300						30300

Grand Totals:	Spots: 12
	Gross Total: 30,300.00

Commission:	4,545.00
Net Total:	25,755.00